**WHAT IS CLAIMED IS:**

1. A reverse inversion preventing structure of a storage battery used to be inserted into a battery housing portion formed in electronic appliances,

said storage battery, comprising:

a housing;

a groove portion formed on one end surface in a first direction of said housing;

a pair of electrode terminals provided on said one end surface of said housing formed with said groove portion; and

an engaging concave portion formed in the vicinity of other end surface in said first direction on an upper surface of said housing, and

said battery housing portion, comprising:

a housing concave portion capable of housing said storage battery;

a pair of connection terminals formed on one inner wall in said first direction of said housing concave portion to be connected to said electrode terminals of said storage battery;

a convex portion formed in a protruded manner at a position corresponding to said groove portion on one inner wall of said first direction of said housing concave potion; and

an engaging protrusion formed in a protruded manner at a position corresponding to said engaging concave portion on one inner wall of said first direction of said housing concave portion, wherein

when said storage battery is normally inserted into said battery housing portion, said groove portion and said convex portion are engaged with each other, and said engaging concave portion and said engaging protrusion are engaged with each other, and

said electrode terminals and said connection terminals are electrically connected to each other.

2. A storage battery used to be detachably inserted into a battery housing portion formed with a pair of connection terminals, a convex portion, and a engaging protrusion within a housing concave portion for housing the storage battery, comprising:

a housing:

a groove portion formed on one end surface in a first direction of said housing;

a pair of electrode terminals provided on said one end surface of said housing formed with said groove portion; and

an engaging concave portion formed in the vicinity of other end surface in said first direction on an upper surface of said housing, wherein

when said storage battery is normally inserted into said battery housing portion, said groove portion and said convex portion are engaged with each other, and said engaging concave portion and said engaging protrusion are engaged with each other, and said electrode terminals and said connection terminals are electrically connected to each other.

3. A battery housing portion into which a storage battery having a housing, a groove portion formed on one end surface in a first direction of said housing, a pair of electrode terminals provided on said one end surface of said housing formed with said groove portion, and a engaging concave portion formed in the vicinity of other end surface on an upper surface of said housing is inserted, comprising:

a housing concave portion capable of housing said storage battery;

a pair of connection terminals formed on one inner wall in said first direction of said housing concave portion to be connected to said electrode terminals of said storage battery;

a convex portion formed in a protruded manner at a position corresponding to said groove portion on one inner wall of said first direction of said housing concave potion; and

an engaging protrusion formed in a protruded manner at a position corresponding to said engaging concave portion on one inner wall in said first direction of said housing concave portion, wherein

when said storage battery is normally inserted into said battery housing portion, said groove portion and said convex portion are engaged with each other, and said engaging concave portion and said engaging protrusion are engaged with each other, and said electrode terminals and said connection terminals are electrically connected to each other.